

Khao Yai Marathon

DATE: Saturday, January 10, 2026
LOCATION: Tambon Mu Si, Chang Wat Nakhon Ratchasima, TH

Event Description

Khao Yai Marathon is a premier sports event in Tambon Mu Si. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 37/100

Expected Attendance: 217 people

Event ID: BLXzYncjrQRBNkAu7e

Hotel Demand Indicators

ADR Impact Index: 4.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 87 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.